

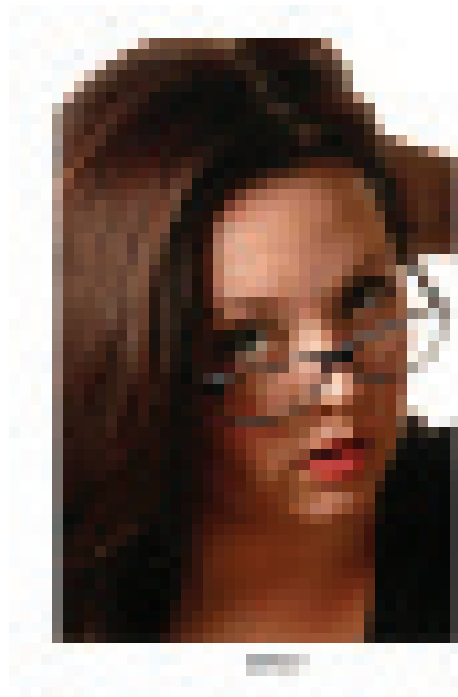
# **PORTFOLIO I**

**Oladapo Sowemimo**



**Design brief:**

Spy eyewear is a company based in U.S. that creates ultraviolet protective reading glasses. The designer used image manipulation to make the pictures from the photoshoot look professional and clean.



1. The first step is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

2. The second step is to analyze the problem and identify the root causes. This involves breaking down the problem into smaller, more manageable parts and identifying the underlying factors that are contributing to the problem.

3. The third step is to develop a plan of action. This involves identifying the goals and objectives of the project and determining the steps that need to be taken to achieve them.

4. The fourth step is to implement the plan. This involves putting the plan into action and monitoring progress to ensure that the project is on track.

5. The fifth step is to evaluate the results. This involves assessing the outcomes of the project and determining whether the goals and objectives have been achieved.

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**Design brief:**

"**Damien leroux**" is a high-end fashion line based in miami. The designer was asked to brand the line in a way that was both simple and sophisticated and would appeal to the fashion conscious.



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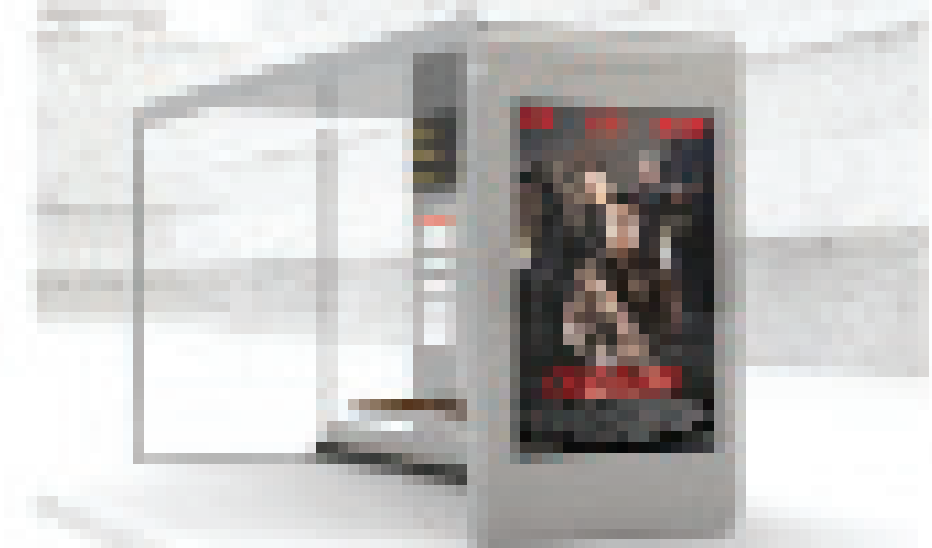
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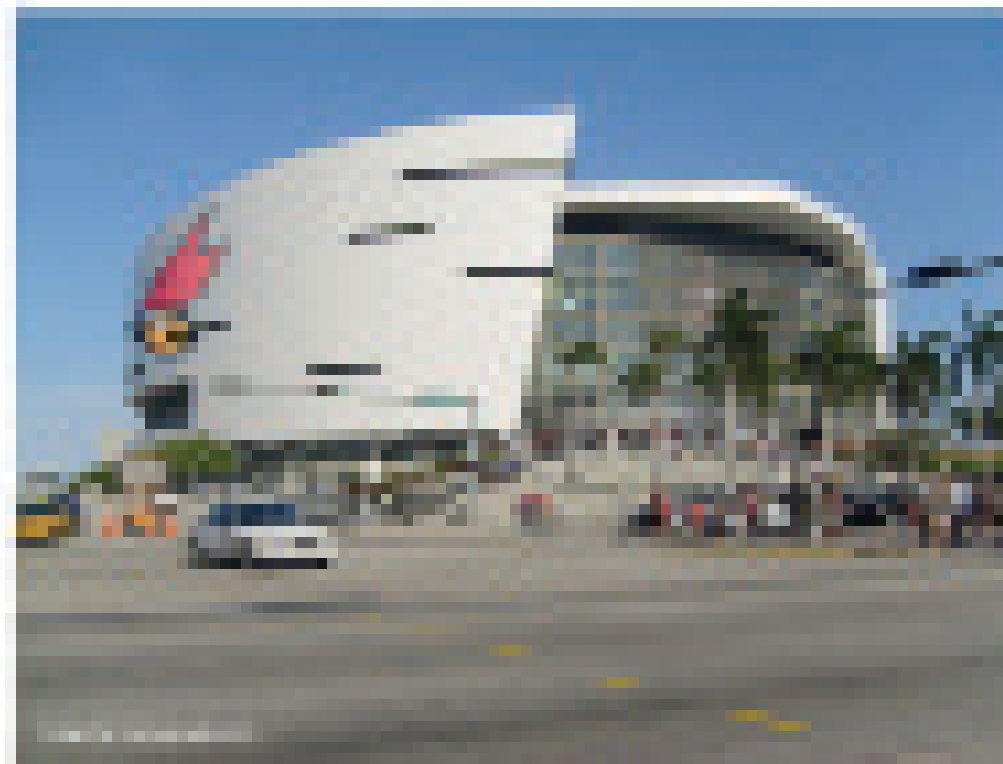
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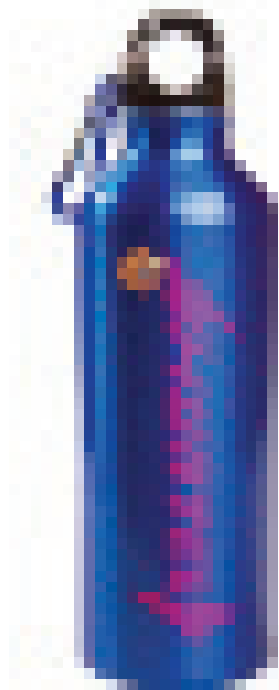
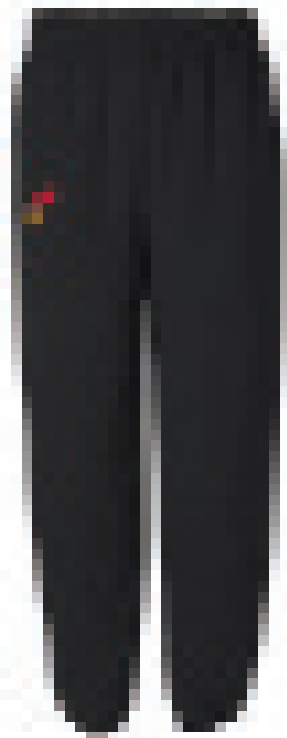


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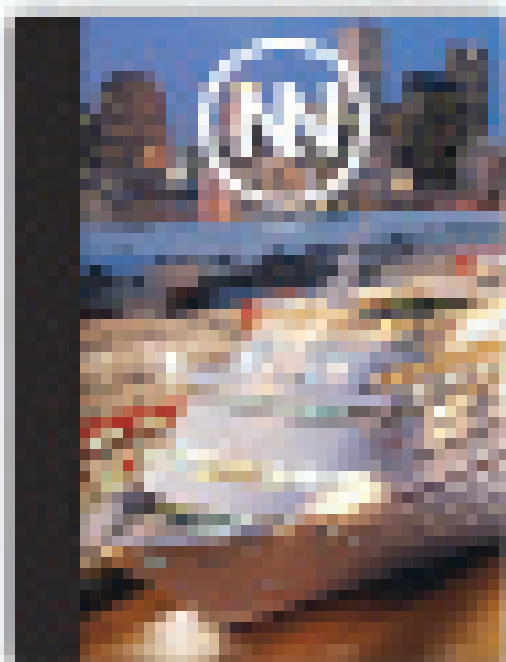
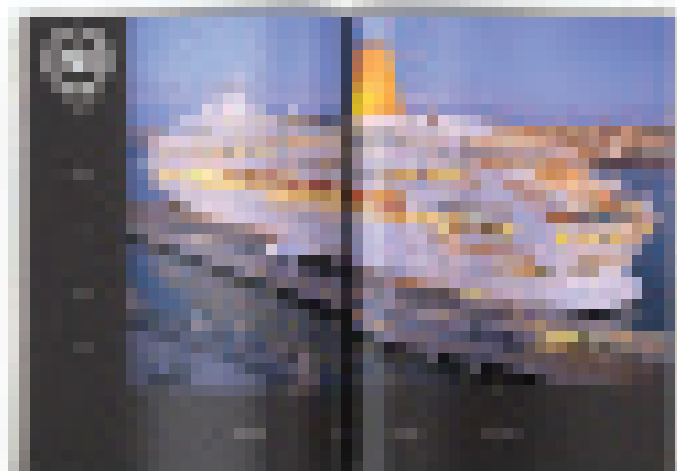






**Design Brief:**

The North west cruise ship is a luxury cruise line company based in Miami. The design and branding was made to imply class and sophistication, the designer illustrated and manipulated type to create the logo and used a clean finish to ad that feel of luxury.



DEAD BEAT







# DEAD BEAT

*"Halloween Rave"*



*Date: October 31, 2014*

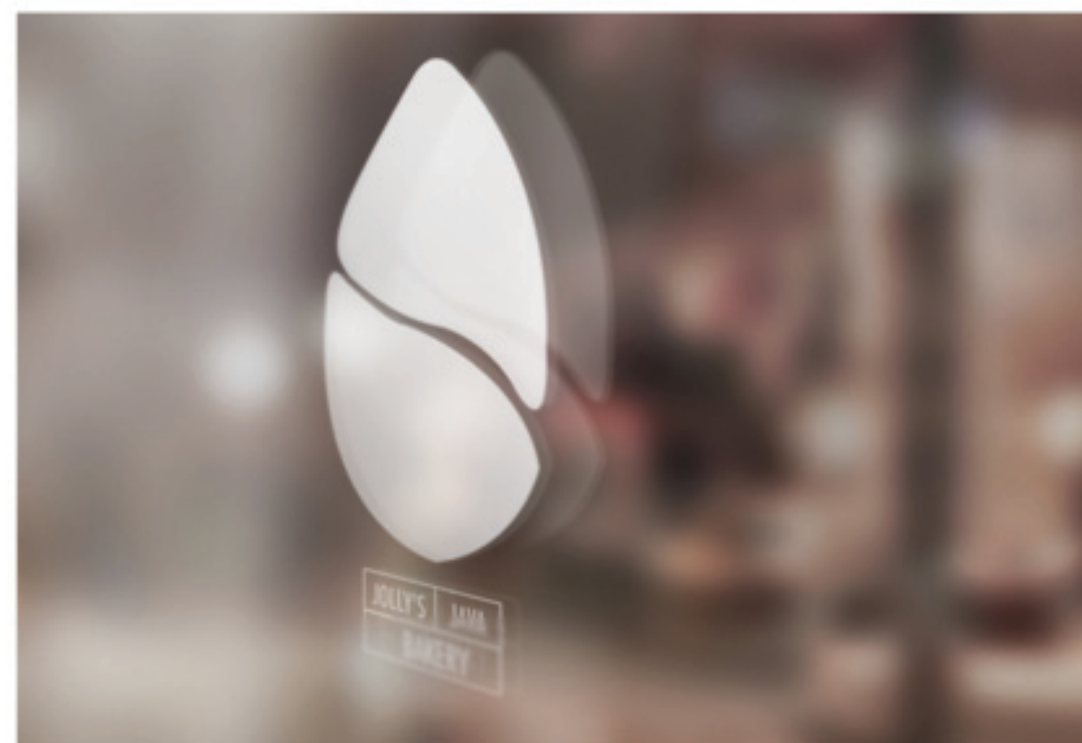
*Time: 11:00pm-7:00am*

*Venue: American Airlines arena*

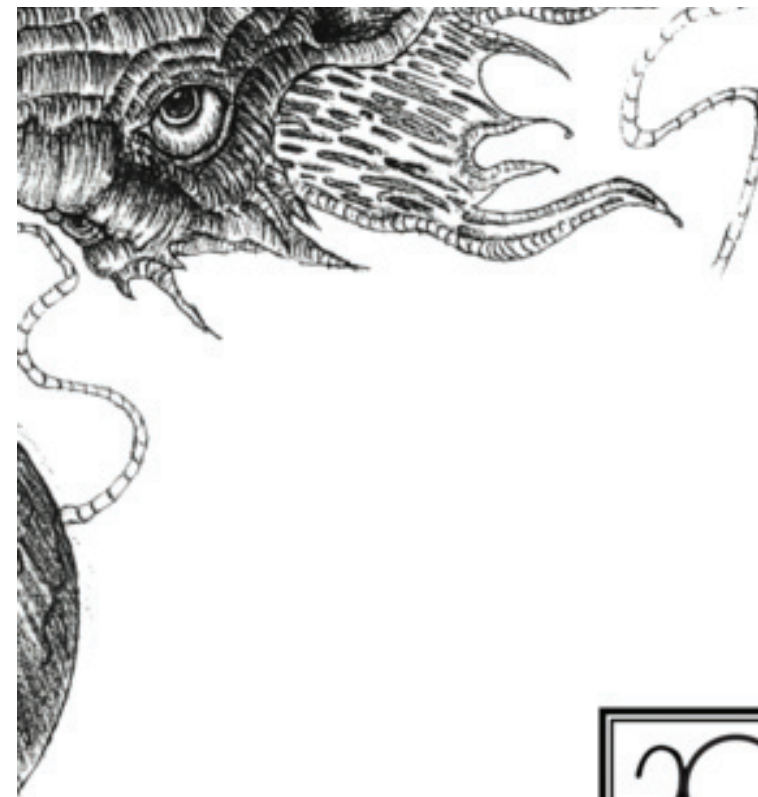


**Design brief:**

Jolly's java bakery is a company based in miami that uses recycled paper and soy ink to create packages and branding. the logo was derived from the concept of breaking bread and a coffee seed which signifies the service the company renders. the designer took the cpmany's sustainability into consideration and used earth-tone brown spot color to give the brand a healthy unique feel.







A brand, a story...

**Design Brief:**

Raconteur is a high-end clothing brand based in miami. the client's idea was to tell a twisted unclear fable with every shirt. The designer illustrated and vectorized the monsters relevant to some cultures and manipulated the images to give a dark mysterious feel to the brand.





**Design Brief:**

National Geographic, is an American non-profit scientific and educational institution, the designer was asked to make the December edition of their monthly issue including AD campaign, based on Greckclothing evolution and it's pioneers, the designer sketched, vectorized and manipulated images to give the campaign a lively vintage feel.



